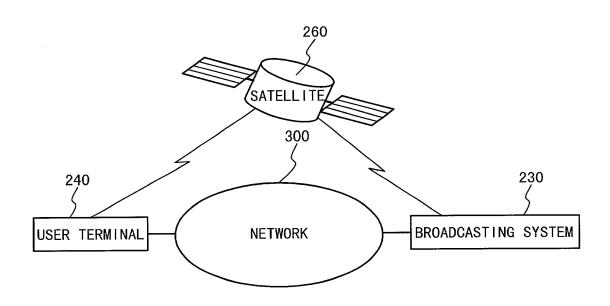
## Fig. 1 PRIOR ART



 $F \; i \; g \; . \; \; 2$ 

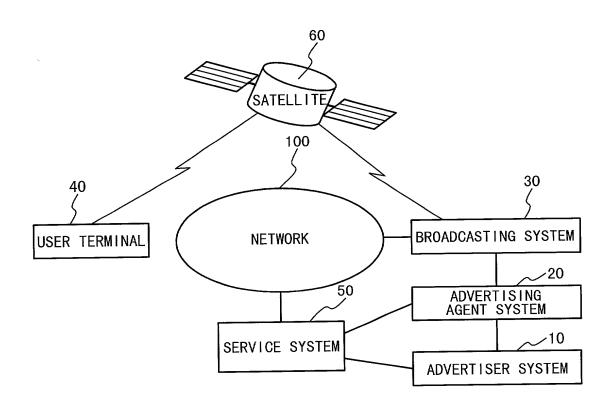


Fig. 3A

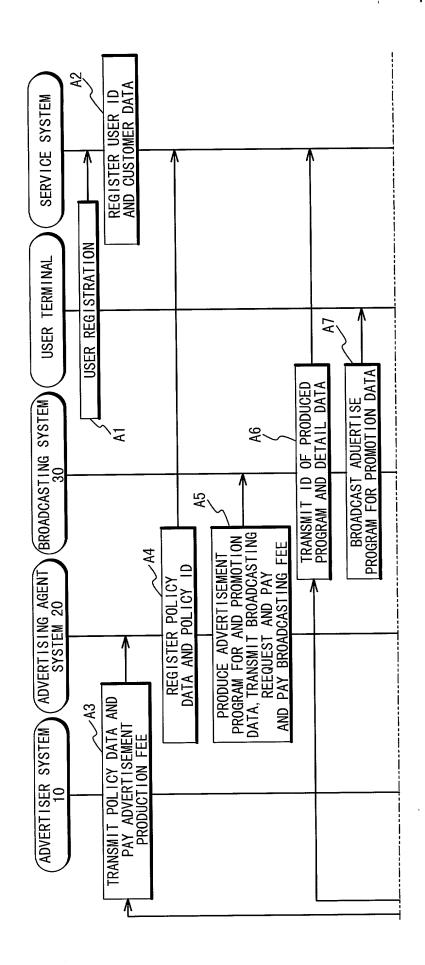
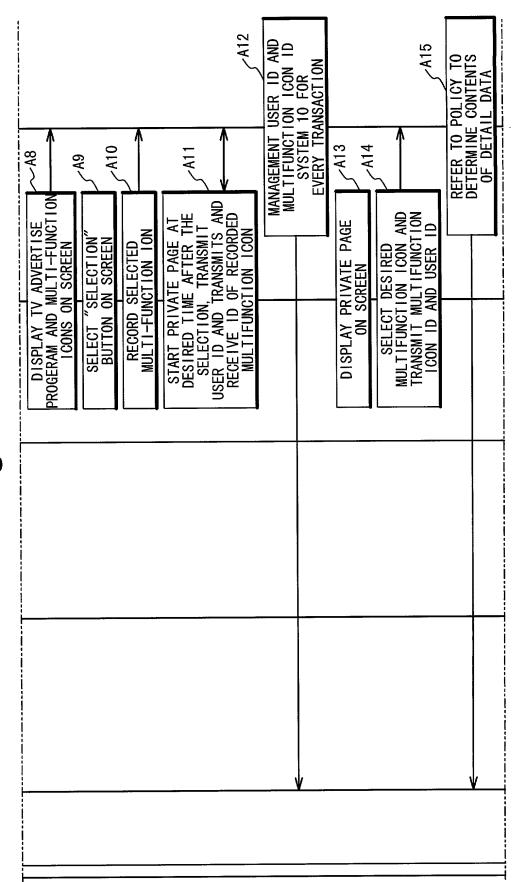


Fig. 3B



TRANSMIT MANAGED MARKETING
DATA AS EFFECT MEASUREMENT
RESULT OF ADVERTISEMENT AND
SALES PROMOTION AND CHARGE
EFFECT MEASUREMENT FEE N ACCORDANCE WITH CONTENTS OF DETAIL DATA AND CHARGE FEE ON ADVERTISER SYSTEM 10 FOR EVERY TRANSACTION CARRY OUT PROCESS FOR RESERVATION, TRANSMIT FEE ON ADVERTISER SYSTEM A16 PREPARE PRIVAT END ۸18 DOWN-LOAD DETAIL DATA TO DISPLAY PRIVATE PAGE NSTRUCT RESERVATION OF DESIRED ARTICLE ^A17 A20 FEED BACK RECEIVED MARKETING DATA INTO PROGRAM AND DETAIL DATA ASSOCIATED WITH THE PROGRAM IN BROADCASTING STATION SYSTEM, FEED BACK THE RECEIVED MARKETING DATA INTO POLICY IN ADVERTISING AGENT SYSTEM AND ADVERTISER SYSTEM AND RE-SET THESE CONTENTS FOR UP DATE B

Fig. 36

Fig. 4

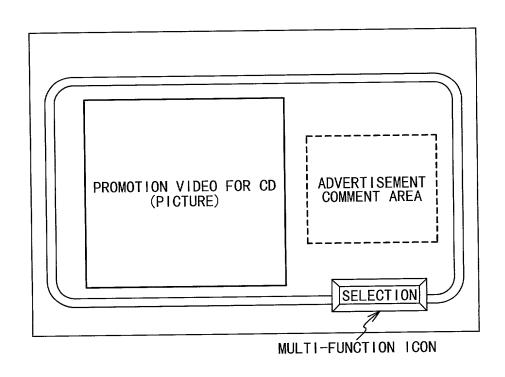


Fig. 5

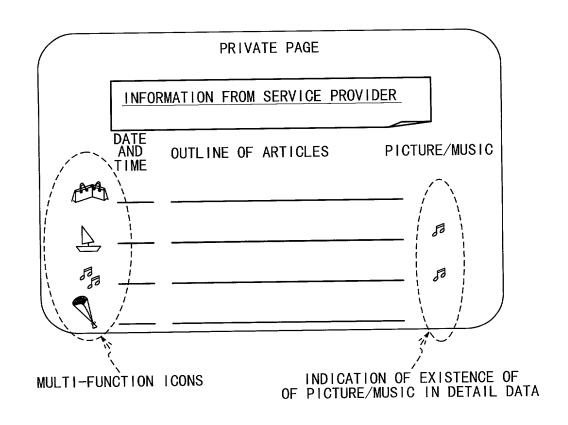


Fig. 6

